

# California Complete Count – Census 2020

## Convenings & Implementation Plan Workshop

June 19, 2019  
Richmond



BE COUNTED, CALIFORNIA!





# State Census 2020

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## Welcome & Opening Remarks

# Special Guests

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**Supervisor John Gioia, Contra  
Costa County**

**Supervisor Diane Burgis, Contra  
Costa County**

**Son Le, US Census Bureau**



# Morning Agenda

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- Welcome
- California Census Office Efforts
- U.S. Census Bureau Update
- SwORD Update
- Landscape of Strategies



# State Census 2020

**Ditas Katague**

**Director  
California Complete Count  
Census 2020**

# U.S. Census Bureau Census 2020 Goal

**Ensure that everyone is counted once,  
only once, and in the right place.**

## California Complete Count Mission

**Ensure that Californians get their fair share of  
Federal resources and Congressional  
representation by encouraging the full participation  
of all Californians in Census 2020.**

# What's at Stake?

## POWER!

Congressional  
Representation,  
Reapportionment and  
Redistricting

- ❑ 1990 undercount was estimated to cost California one additional congressional seat and \$2.2B in federal funding
- ❑ California receives \$BILLIONS each year for schools, crime prevention, healthcare and transportation

## MONEY!

Over  
\$675 BILLION  
annually



# Roles and Partnerships

- **United States Census Bureau**
- **State of California**
- **California Legislature**
- **Local Government**
  - Local Complete Count Committees
    - Formed at the local and community levels
    - Established by county and city governments, community leaders, and volunteers
    - Plan and execute local/regional outreach plans
- **Tribal Government**
- **Regional ACBOs and Statewide CBOs**
- **Media**



# Challenges and Opportunities

- **First Digital Census - Online Self Response**
- **Citizenship Question**
- **Federal Funding, Priorities and Federal Climate Shift**
- **Diverse Population - Hard to Count & Low Responding**
- **Engaged Foundations & Local Jurisdictions**

# Role of the State

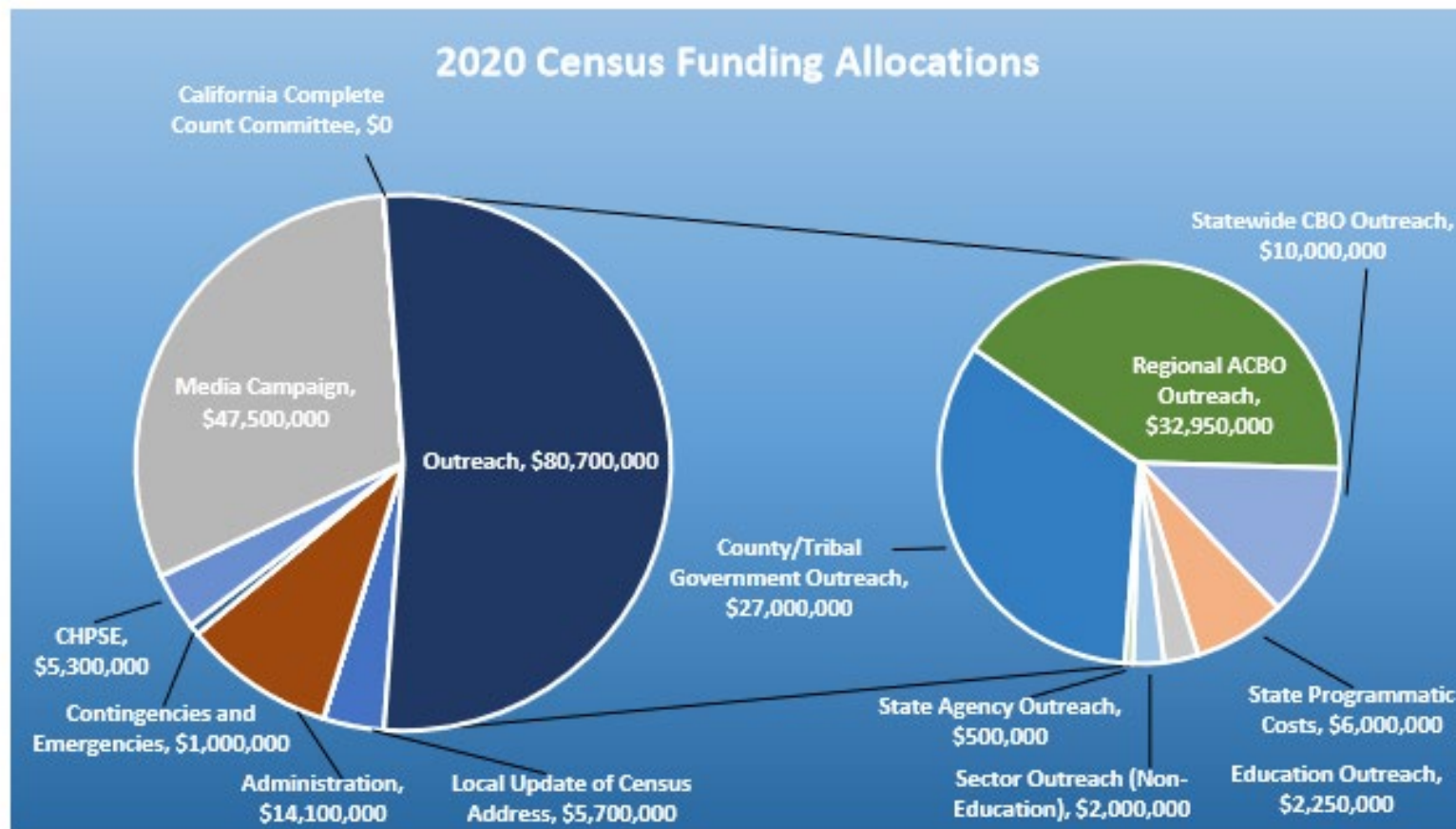
- Create and communicate the Statewide strategy for census outreach
- Identify gaps, develop necessary tools, disseminate best practices
- Coordinate the overall mobilization of funding



# Budget - California Complete Count – Census 2020 Office

- California leaders have invested \$100.3 million toward a statewide outreach and communication campaign.
- Governor Newsom's 2019-20 proposed Budget includes an additional \$54 million to bolster the State's efforts.
- In total this is a proposed \$154.3 million investment for the 2020 Census.

# Budget Update



# Phased Approach for 2020

**Phase 1: Convene, Collaborate, Capacity Build FY 2017-18**

**Phase 2: January – December 2019 Educate & Motivate FY 2018-19**

- a) January – June 2019 : (Educate)
- b) July – December 2019: (Motivate)

**Phase 3: January – March 11, 2020 Activate**

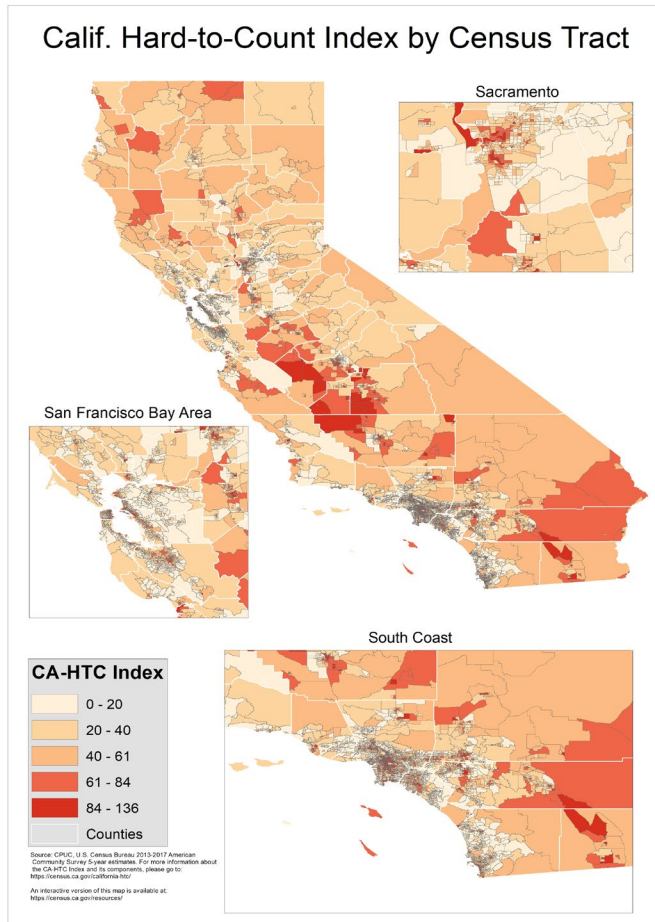
**Phase 4: March 12, 2020 – April 30, 2020 Self-Response “Be Counted”**

**Phase 5: May 1, 2020 – July 30, 2020 Non-Response Follow-Up “It’s not too late”**

**Phase 6: August 1, 2020 – June 30, 2021 Assess & Report**

# Focused on the Hard-to-Count

## California's Interactive HTC Map



The interactive map shows California census tracts and block groups shaded by their shaded by their California Hard-to-Count Index, a metric that incorporates 14 variables correlated with an area being difficult to enumerate.

Pan the map to examine a community. Click on a tract to learn about an area. Zoom in to see block group-level data.

[census.ca.gov/HTC-map](https://census.ca.gov/HTC-map)



# U.S. Census Bureau Updates

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**Son Le, USCB, Partnership  
Specialist**

# Census 2020

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U.S. Census Bureau - Los Angeles Regional Census Center

[los.angeles.rcc.partnership@2020census.gov](mailto:los.angeles.rcc.partnership@2020census.gov)



# It is in the Constitution

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It is in the Constitution Article 1, Section 2 of the U.S. Constitution

*“The actual Enumeration shall be made within three Years after the first Meeting of the Congress of the United States, and within every subsequent Term of ten Years, in such Manner as they shall by Law direct.”*

*The fact that it is in the constitution makes it's central to a democratic form of government.*

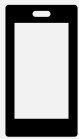
# Your Answers are Protected by Law Title 13 of the U.S. Code

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- The Census is Confidential and required by Law
- Results of the Census are reported in Statistical format only
- We do not share a respondents personal information or responses with any other government agencies
- All Census Employees swear to a lifetime oath to protect respondent information
- Penalties for wrongful disclosure - Up to 5 years imprisonment and or a fine of \$250,000

# New Ability to Self Respond Starting March 12, 2020

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Internet



Phone



Paper Form



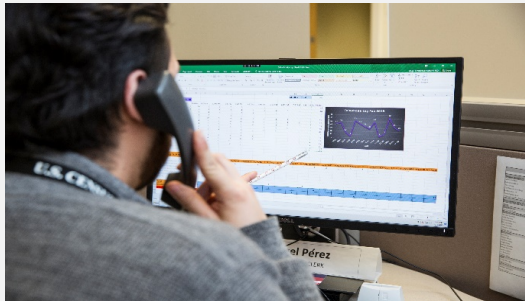
In-person

***\*12 languages plus English will be supported (Internet & Phone)***

# 2020 Census Jobs

One application qualifies you for any of the following positions:

Position		Pay rate
Office Clerks		\$20.00 per hour
Office Operations Supervisors		\$26.00 per hour
Census Field Supervisors		\$27.50 per hour
Enumerators (Census Takers)		\$25.00 per hour
Recruiting Assistants		\$27.50 per hour



- ✓ Excellent Pay
- ✓ Flexible Hours
- ✓ Paid Training
- ✓ Temporary Positions

## Basic Requirements

- 18 years of age or older
- Valid Social Security number
- U.S. Citizen
- Valid email address
- Must apply online

## Simple Application

33 Question Assessment  
Plus 9 Supervisory  
questions if interested in  
Supervisory Positions

**Apply today!**

**[2020census.gov/jobs](https://2020census.gov/jobs)**

Federal Relay Service: (800) 877-8339 TTY / ASCII

[www.gsa.gov/fedrelay](https://www.gsa.gov/fedrelay)

**1-855-JOB-2020 (1-855-562-2020)**

The U.S. Census Bureau is an Equal Opportunity Employer

# 2020 Census Timeline



# Contact Information

Partnership Coordinator	Phone	Email
<b>Lia Bolden</b> Northern CA – West	510-935-9886	<a href="mailto:Elaine.Lia.Bolden@2020Census.gov">Elaine.Lia.Bolden@2020Census.gov</a>
<b>Tammie Brown</b> LA County (part)	213-314-6419	<a href="mailto:Tammie.N.Brown@2020census.gov">Tammie.N.Brown@2020census.gov</a>
<b>Amalia De Aztlan</b> Inland Empire, Kern, Kings & Tulare Counties	760-861-4937	<a href="mailto:Amalia.u.deaztlan@2020census.gov">Amalia.u.deaztlan@2020census.gov</a>
<b>Nhi Ho</b> Orange & San Diego Counties	657-364-6902	<a href="mailto:Xuan.Nhi.V.Ho@2020census.gov">Xuan.Nhi.V.Ho@2020census.gov</a>
<b>Jessica Imotichey</b> Tribal & Congressional	213-314-6268	<a href="mailto:Jessica.A.Imotichey@2020census.gov">Jessica.A.Imotichey@2020census.gov</a>
<b>Meredeth Maxwell</b> LA County (part)	213-314-6276	<a href="mailto:Meredeth.D.Maxwell@2020census.gov">Meredeth.D.Maxwell@2020census.gov</a>
<b>Rosa Rendon</b> CA Central Coast & Fresno	213-314-6259	<a href="mailto:Rosa.Rendon@2020census.gov">Rosa.Rendon@2020census.gov</a>
<b>Brigitte Roberts</b> Northern CA – East	510-761-1150	<a href="mailto:Brigitte.E.Roberts@2020census.gov">Brigitte.E.Roberts@2020census.gov</a>



# State Census 2020

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**Ben Rogers**  
**SwORD Project Manager**  
**California Complete Count**  
**Census 2020**

# What is SwORD?

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**Google/Apple/  
Bing Maps for  
Census**



**Single source of truth  
for outreach planning  
& reporting**



**Detailed analytics  
and insights  
facilitate a *data-  
driven* approach**



# Types of data available

**One Stop Shop:  
Open  
Government  
& CA specific  
data all in one  
place**



## Lack of broadband subscriptions and CA-HTC

This map web app shows a census tract's lack of broadband subscription rate in the context of its CA-HTC Index.

[Explore](#)



## California schools

Find schools, with their 2017-18 enrollment, Title I status, and percentages of English-learner

[Explore](#)



## Foreign-born residents

Plan outreach to foreign-born Californians.

[Explore](#)



## Census 2020 - Language access

A story map examining language access challenges and ways SWORD can help.

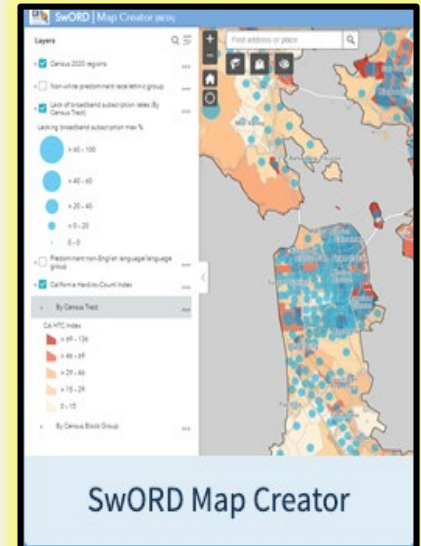
[Explore](#)



## New - Community anchor institutions

See potential sites for Census 2020 questionnaire assistance centers.

[Explore](#)



**SWORD Map Creator**

- Reaching limited-English speaking populations in Census 2020
- Limited-English speakers
- Language and Communication Access
- Language detail, smaller areas
- Predominant non-English language
- Speaks Chinese at home and speaks English less than "very well"

Census data also shows language data at the much smaller census tract and block group levels.

Zoom in to the tract and block group levels to learn more about predominant non-English languages.

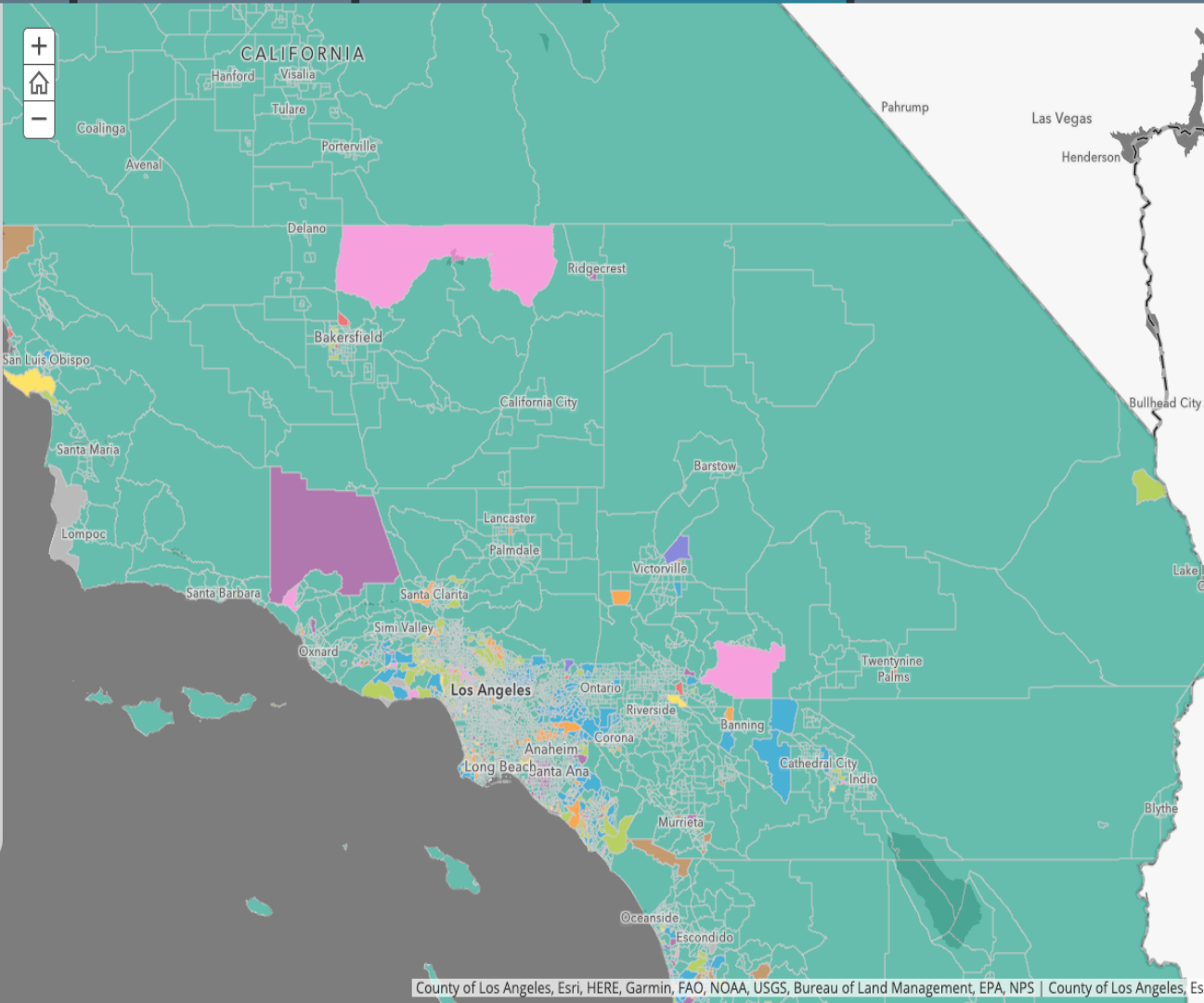
Currently, SwORD includes tract-level data on the following languages spoken at home by the 5-and-over population who speaks English less than "very well:" Spanish, Chinese (incl. Mandarin, Cantonese), Vietnamese, Korean, Russian (incl. Polish and other Slavic), Arabic, and Tagalog.

View the ready-made interactive language maps on the Planning Page or make a map with any of the above layers with SwORD's map creator tool.

The next slide, "LEP population that speaks Chinese at home," shows an example of a languages-specific census tract layer in SwORD.

Tract-level: Predominant non-English language

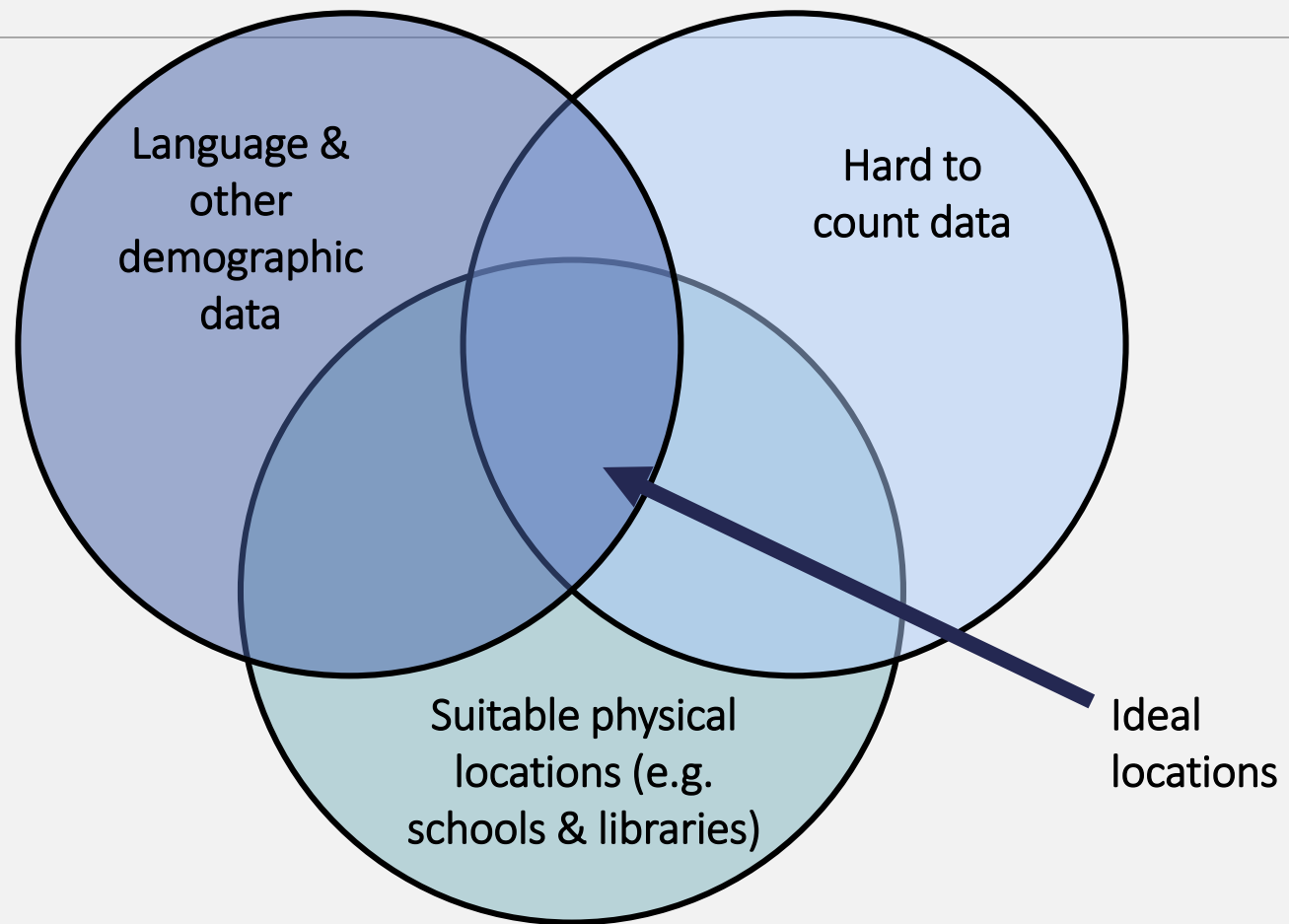
- Spanish
- Chinese incl. Mandarin, Cantonese
- Other Indo-European languages
- Vietnamese
- Korean
- Other Asian and Pacific Island languages
- Russian, Polish, or other Slavic languages
- Tagalog incl. Filipino
- Arabic
- Other and unspecified languages
- Other



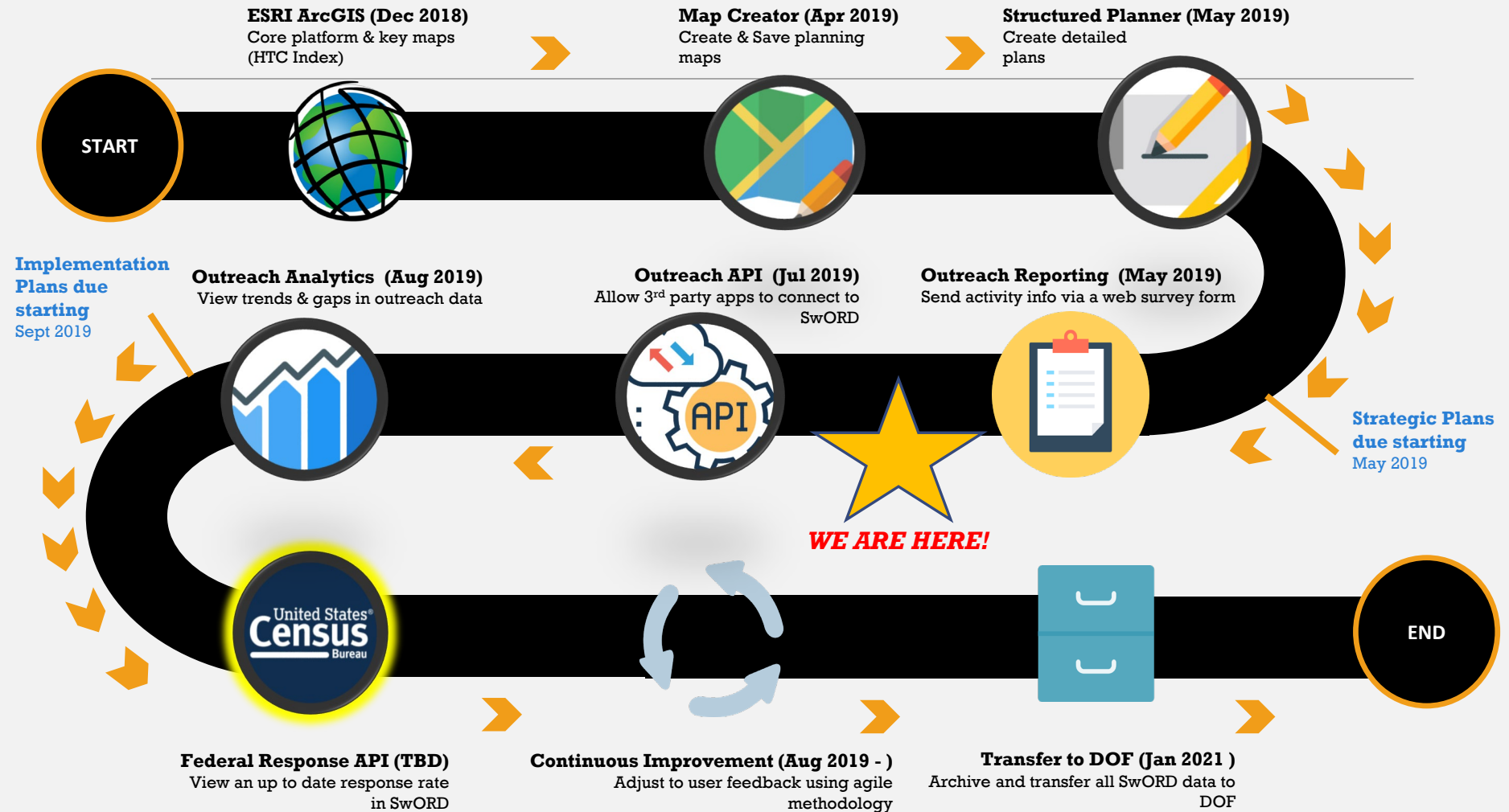
# Guided "Story" maps

Use SwORD data to understand an area in intricate detail to enable better Census outreach planning.

# Choosing the most effective locations for outreach



# SwORD Product Roadmap



# Updates from Contracted Partners

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- **Kelly Batson**, United Way of the Bay Area
- **Casey Farmer**, Alameda County
- **Kristine Solseng**, Contra Costa County
- **Kristin Drumm**, Marin County
- **Robert Burris**, Solano County

# Region 3 Counties

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Contra Costa County:

<http://www.contracosta.ca.gov/6999/Census-2020>

Marin County:

<https://marincensus2020.org/>

Alameda County:

<https://www.acgov.org/census2020/>

Solano County - TBD

# California Complete Count

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Social Media  
@cacompletecount



#2020census and #cacensus

400 R Street, Suite 359  
Sacramento, CA 95811  
Phone: (916) 852-2020  
Web: [Census.ca.gov](http://Census.ca.gov)  
Email: [info@census.ca.gov](mailto:info@census.ca.gov)



Thank you  
Region 3  
partners!!



BE COUNTED, CALIFORNIA!

